This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1.   (Currently Amended) A method comprising:

receiving at a multimedia presentation device controller an indication of a depression of a channel selection button, wherein the channel selection button corresponds to a number button (0-9);

receiving an indication of an ending of the depression of the channel selection button;

evaluating a depression duration of the ~~a numeric~~ channel selection button~~, the button controlling a multimedia presentation device~~; and

performing one ~~a function~~ of a plurality of functions associated with the channel selection button, wherein the function performed is ~~upon the~~ based upon the depression duration.

2.   (Original) The method of claim 1, wherein evaluating the depression duration comprises:

determining depression of a button;

periodically incrementing a counter during the depression duration; and

evaluating the counter value, upon termination of the depression of a button.

3.   (Currently Amended) The method of claim 2, wherein ~~some of~~ the plurality of functions affect a favorite channel list, wherein a plurality of channels favorites are ~~each channel~~ positioned in the list non-sequentially~~arbitrarily~~.

4.   (Currently Amended) The method of claim 3, wherein the functions affecting the favorite channel list include one or more ~~are selected from the group consisting~~ of accessing, updating, programming and last channel.

5-9.   (Canceled)

10.   (Currently Amended) A ~~computer-readable~~ <u>machine-readable</u> medium containing instructions which, when executed by a processor, cause the processor to perform a method, the method comprising:

<u>receiving at a multimedia presentation device controller an indication of a depression of a channel selection button, wherein the channel selection button corresponds to a number button (0-9);</u>

<u>receiving an indication of an ending of the depression of the channel selection button;</u>

evaluating a depression duration of <u>the</u> ~~a numeric~~ channel selection button~~, the button controlling a multimedia presentation device~~; and

performing <u>one</u> ~~a function~~ of a plurality of functions <u>associated with the channel selection button, wherein the function performed is</u> ~~upon the~~ based upon the depression duration.

11.   (Currently Amended) The <u>computer-readable</u> ~~machine-readable~~ medium of claim 10, wherein evaluating the depression duration comprises:

determining depression of a button;

periodically incrementing a counter during the depression duration; and

evaluating the counter value, termination of the depression of a button.

12.   (Currently Amended) The <u>computer-readable</u> ~~machine-readable~~ medium of claim 11, wherein ~~some of~~ the plurality of functions affect a favorite channel list, <u>wherein a plurality of channels favorites are</u> ~~each channel~~ positioned in the list <u>non-sequentially</u>~~arbitrarily~~.

13.   (Currently Amended) The <u>computer-readable</u> ~~machine-readable~~ medium of claim 12, wherein <u>the</u> functions affecting the favorite channel list <u>include one or more</u> ~~are selected from the group consisting~~ of accessing, updating, programming and last channel.

14-18. (Cancelled)

19.   (Currently Amended) An apparatus comprising:

a processor having a memory coupled thereto, the memory having stored thereon executable instructions which, when executed by the processor, cause the processor to <u>perform a method comprising:</u>

<u>receiving at a multimedia presentation device controller an indication of a depression of a channel selection button, wherein the channel selection button corresponds to a number button (0-9);</u>

<u>receiving an indication of an ending of the depression of the channel selection button;</u>

evaluating a depression duration of <u>the</u> a numeric channel selection button<s>, the button controlling a multimedia presentation device</s>; and

performing <u>one</u> a function of a plurality of functions <u>associated with the channel selection button, wherein the function performed is</u> upon the based upon the depression duration.

20.   (Original) The apparatus of claim 19, wherein evaluating the depression duration comprises:

determining depression of button;

periodically incrementing a counter during the depression duration; and

evaluating the counter value, upon termination of the depression of a button.

21.   (Currently Amended) The apparatus of claim 20, wherein <s>some of</s> the plurality of functions affect a favorite channel list, <u>wherein a plurality of channels</u> favorites are <s>each channel</s> positioned in the list <u>non-sequentially</u><s>arbitrarily</s>.

22.   (Currently Amended) The apparatus of claim 21, wherein <u>the</u> functions affecting the favorite channel list <u>include one or more</u> are selected from the group consisting of accessing, updating, programming and last channel.

23-24. (Canceled)

25.   (New) The method of claim 1, wherein the function performed corresponds to one of accessing or updating an item in a favorite channel list, wherein the number of the item in the favorite channel list is the same as the number of the channel selection button.

26.   (New) The computer-readable medium of claim 10, wherein the function performed corresponds to one of accessing or updating an item in a favorite channel list, wherein the number of the item in the favorite channel list is the same as the number of the channel selection button.

27.   (New) The apparatus of claim 19, wherein the function performed corresponds to one of accessing or updating an item in a favorite channel list, wherein the number of the item in the favorite channel list is the same as the number of the channel selection button.

28.   (New) A method comprising:
        receiving an indication of a depression of a button on a multimedia presentation device controller;
        receiving an indication of an ending of the depression of the button;
        evaluating a depression duration of the button and classifying the depression duration into one of three or more ranges, wherein a first depression duration range is associated with a first function on the multimedia presentation device controller, a second depression duration range is associated with a second function on the multimedia presentation device controller, and a third depression duration range is associated with a third function on the multimedia presentation device controller, and;
        performing the function associated with the depression duration range of the button on the multimedia presentation device controller.

29.   (New) The method of claim 28, wherein a final depression duration after the three or more depression duration ranges is associated with a termination function that does not perform any of the button functions on the multimedia presentation device controller.

30.   (New) The method of claim 28, wherein the button corresponds to a channel up button or a channel down button, wherein the first depression duration range is associated with a function for tuning an associated multimedia presentation device to a different broadcast channel, and wherein the second or third depression duration range is associated with a function for changing an operating mode of the multimedia presentation device.

31.   (New) The method of claim 28, wherein the button corresponds to a last channel button, wherein the first depression duration range is associated with a function for tuning an associated multimedia presentation device to a most recently previously viewed channel, and wherein the second duration range is associated with a function for tuning the multimedia presentation device to a channel viewed before the most recently previously viewed channel.

32.   (New) The method of claim 28, wherein after receiving the indication of the depression and before receiving the indication of the ending of the depression, the depression duration corresponds to a progress bar with range labels displayed on an associated multimedia presentation device.

33.   (New) A device controller comprising:

a processor having a memory coupled thereto, the memory having stored thereon computer executable instructions which, when executed by the processor, cause the device controller to perform a method comprising:

receiving an indication of a depression of a button on the device controller;

receiving an indication of an ending of the depression of the button;

evaluating a depression duration of the button and classifying the depression duration into one of three or more ranges, wherein a first depression duration range is associated with a first function on the device controller, a second depression duration range is associated with a second function on the device controller, and a third depression duration range is associated with a third function on the device controller, and;

performing the function associated with the depression duration range of the button on the device controller.

34.   (New) The device controller of claim 33, wherein a final depression duration after the three or more depression duration ranges is associated with a termination function that does not perform any of the button functions on the multimedia presentation device controller.

35.   (New) The device controller of claim 33, wherein the button corresponds to a channel up button or a channel down button, wherein the first depression duration range is associated with a function for tuning an associated multimedia presentation device to a different broadcast channel, and wherein the second or third depression duration range is associated with a function for changing an operating mode of the multimedia presentation device.

36.   (New) The device controller of claim 33, wherein the button corresponds to a last channel button, wherein the first depression duration range is associated with a function for tuning an associated multimedia presentation device to a most recently previously viewed channel, and wherein the second duration range is associated with a function for tuning the multimedia presentation device to a channel viewed before the most recently previously viewed channel.

37.   (New) The device controller of claim 33, wherein after receiving the indication of the depression and before receiving the indication of the ending of the depression, the depression duration corresponds to a progress bar with range labels displayed on an associated multimedia presentation device.

38.   (New) A computer-readable medium containing instructions which, when executed by a processor, cause the processor to perform a method, the method comprising:

        receiving an indication of a depression of a button on a multimedia presentation device controller;

        receiving an indication of an ending of the depression of the button;

        evaluating a depression duration of the button and classifying the depression duration into one of three or more ranges, wherein a first depression duration range is associated with a

first function on the multimedia presentation device controller, a second depression duration range is associated with a second function on the multimedia presentation device controller, and a third depression duration range is associated with a third function on the multimedia presentation device controller, and;

performing the function associated with the depression duration range of the button on the multimedia presentation device controller.